



Exhibitor Marketing Kit

2013
May 1-2 | Worcester

Provided by The Commonwealth of Massachusetts Operational Services Division

Exhibitor Marketing Kit

Build your brand and strengthen your presence at the 2013 MASSbuys EXPO. Increase your brand recognition before, during, and after the show while maximizing your marketing investment.

The exhibitor marketing kit is available to the 2013 MASSbuys exhibitors and may be accessed entirely online, right at your fingertips. Use the following materials to announce your participation at MASSbuys, to invite your Statewide Contract customers, get attention from new customers, to gain valuable exposure for your company, and to increase sales on your Statewide Contract(s).



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Marketing Cycle

The MASSbuys EXPO team wants to help you promote your company's participation in the EXPO before, during and after the show. This year there will be 350+ exhibitors showcasing their goods and services to nearly 1,500 attendees. In order to stand out in this crowd and increase your return on investment, the following tips are essential for a successful show:

- Collect business cards and schedule future meetings on the exhibit floor.
- If you have a free give-a-way, personally deliver the items to winners after the exhibition is over.
- Set actions to ensure each lead is followed up as quickly and completely as possible after the show.
- Find a reason to reach out to your best prospects.



- Create awareness of your exhibit.
- Create a call to action for attendees, such as a show-only offer or free trial to drive booth traffic.
- Always think differently – your competitors are marketing to the same customers, so you want to stand out!

- Have an eye-catching and welcoming exhibit booth.
- Have handouts and take-a-ways available for attendees; have them take your company information back to the office.
- Treat each attendee with courtesy and respect; you never know where a conversation may lead, or who may be listening!

How to Market to Public Purchasers

A detailed, step-by-step marketing process has been created for you to follow that will walk you through marketing activities to help with branding, exposure and lead generation as an exhibitor at the MASSbuys EXPO. Read through the process and follow the steps to stay on track and keep communication with your customers consistent.

The Market

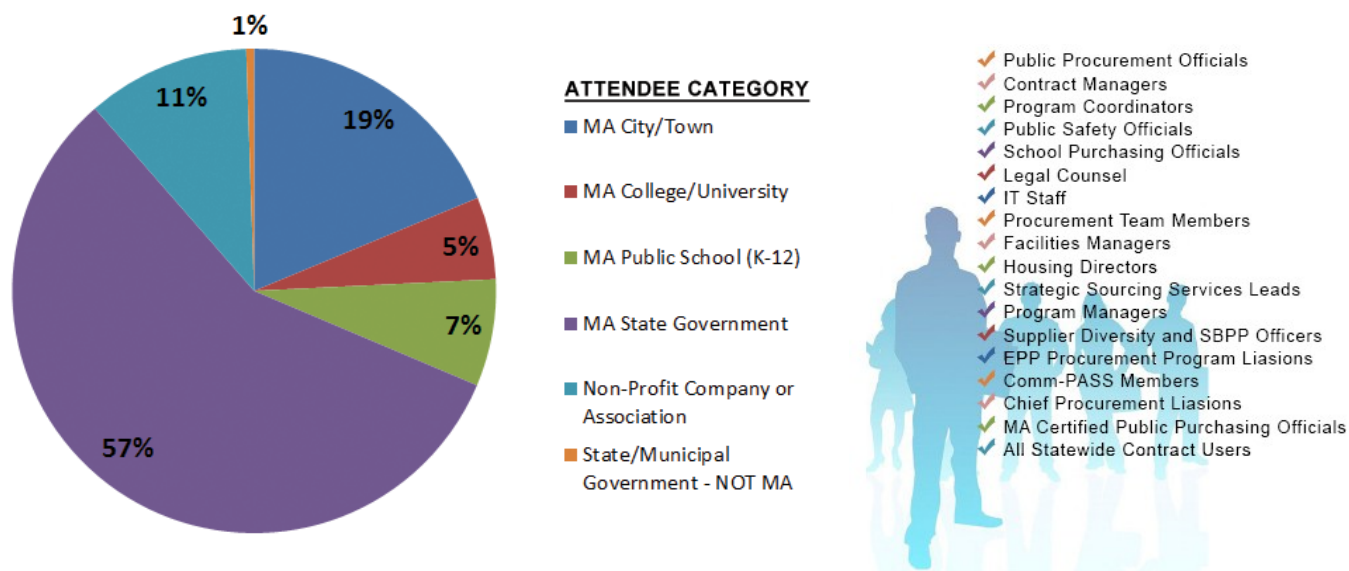
\$978.5 Million was spent on Statewide Contracts in Fiscal Year 2012. That is proof that **Massachusetts buys!** Calculate your share in order to benchmark a tangible sales goal for next year.

Target Market

Define your market. The list of entities to the right are eligible to purchase from Statewide Contracts. Think about the operating necessities for each entity, and reflect on the goods and/or services your company offers on Statewide Contract. Is there a match?

Charter Schools	Local Departments of Public Works	Public Hospitals owned by the Commonwealth
Cities/Towns	Non-Profit, UFR-Certified Organizations	Public Libraries
Executive, Legislative, and Judicial Branches	Police/Fire Departments	Public Purchasing Cooperatives
Housing Authorities	Public Colleges/Universities	Public School Districts
Independent Public Authorities	Vocational Schools	Quasi-Public Agencies

View the chart below to review the MASSbuys EXPO 2012 attendance, by industry, to see if your current and/or potential customers attended.



Understand the Value

Getting on a Statewide Contract provides a window into what the Commonwealth purchases. It's a marketing tool that makes it easier to gain access to the decision-makers and gives you instant credibility with public purchasers.

Show Your Added Value

- Know what expertise you can add;
- Know your competitors on the same Statewide Contract and what sets you apart;
- Highlight your credentials and how they can help your customer;
- What are your customer's challenges and what can you do to address them?

What Sets You Apart?

- ✓ Environmentally Preferable Products
- ✓ Free delivery
- ✓ Innovative Services
- ✓ MBE/WBE/DBE Certification
- ✓ Prompt Pay Discounts
- ✓ Quality Products
- ✓ \$ave\$mart Promotion
- ✓ SBPP Enrollment
- ✓ Warranties



Highlight Past Performance

Knowing that you have successfully completed contracts for other agencies instills confidence in public purchasers who may be thinking about working with you. Nurture a strong database of references.

Use Government Resources

Attend OSD hosted trainings and events to elevate your company's recognition and to make meaningful contacts. Make use of the "Sell to the State" feature on OSD's homepage. Here you will find guidance on making the most of your Statewide Contract.

1. Go to www.mass.gov/osd
2. Click "Sell to the State" on the left side bar
3. Click "Guidance for Current Statewide Contractors"
4. Click "How to Market Goods or Services"

What's New With You?

Over 90% of attendees come to MASSbuys to see what's new on Statewide Contracts. What's the compelling new product, benefit, or service that you offer on Statewide Contract – highlight that at the EXPO. New to Statewide Contract entirely? Let attendees know what sets you apart from your competition.

*Also, take advantage of the
Exhibitor Marketing
Webinar that will be held in
March.*



Promotional Methods

The most used event promotion methods are:

- E-mail
- Word of Mouth
- Company Website
- Mailed Invitations



To maximize your company exposure, the MASSbuys EXPO Team designed promotional opportunities that highlight each of the four most used event promotion methods.

E-mail

Distribute the customizable marketing material (see page 9) via email to your existing and potential clients, your peers, and your business partners. Let them know it's free to attend and that registration is available at www.mass.gov/osd/massbuys. Also, create an email schedule where you build up excitement for the event by leaking information on new products, invite them to arrange casual meetings, or let them know about incentives that they can only take advantage of by visiting your booth!

All customizable marketing material can only be used once a Memorandum of Understanding (MOU) has first been signed and submitted to OSD acknowledging terms of use of the MASSbuys logo. The logo usage policy is on the MASSbuys website.



Word of Mouth

Create a buzz about your exhibit booth by downloading the official exhibitor flyer. This flyer is customizable and allows you to insert your company name, booth #, and Statewide Contract #, so that all your customers know where to find you on the show floor.

Once you sign the MOU, be sure to have all your employees use the customizable signature line below in their email signature.

Visit [Company Name] in booth [###] at the MASSbuys EXPO on May 2nd in Worcester, MA to learn about Statewide Contract [###]! To register, visit www.mass.gov/osd/massbuys.

Company Website



Exclusive exhibitor benefit! **Download** the MASSbuys EXPO logo to be placed on your company's website to promote your participation at MASSbuys 2013. The logo may be linked directly to www.mass.gov/osd/massbuys to assist your customers in planning their visit to MASSbuys.

Also, be sure to update your company profile in the online registration system. Take the time to make sure it is accurate as this listing is crucial and gives you valuable exposure to buyers looking to plan their time at the event.

Mailed Invitations

Contact the MASSbuys EXPO Team to request FREE MASSbuys postcard invitations to mail to your current and prospective customers. Start including these in all your external mail like invoices, letters, marketing, and more!

To request Invitations, please email MASSbuysAdmin@state.ma.us using the subject line "Mailed Invitations Request." Please be sure to include the number of invitations required, mailing address, and MASSbuys Booth # in your request. Please allow 24 hours for processing.

Please Note - Statewide Contractors must adhere to the following sales/marketing requirements and limitations regarding their Contract: Contractors must not display the Commonwealth of Massachusetts Seal for commercial purposes because use of the coat of arms and the Great Seal of the Commonwealth for advertising or commercial purposes is prohibited by law. OSD reserves the right to require Contractors to seek and receive prior written approval before distributing marketing information to eligible entities other than the customizable seal provided in this supplement.

Before the EXPO

- ◆ Develop and implement your marketing campaign.
- ◆ Promote the event on your website.
- ◆ Create customizable flyers and distribute to your customer base.
- ◆ Attend MASSbuys marketing webinar.
- ◆ Train your booth staff on what's new on your Statewide Contract
- ◆ Consider brand opportunities to increase exposure.
- ◆ Send out a press release.
- ◆ Engage through social media.
- ◆ Request free invitation from OSD
- ◆ Post MASSbuys' logo on your website.

During the EXPO

- ◆ Don't forget to continue to push your company via your social media forums: include the hashtag #massbuys to be sure your posts are part of the overall conversation. Let them know you are on-site and have Statewide Contract deals for them to see.
- ◆ Use your customer list to keep track of who you have seen and who you haven't.
- ◆ If possible, send out another email to customers letting them know the event is now on and that they can come to your booth at any time to say hello and ask questions.
- ◆ Have a well-trained and knowledgeable staff that are friendly and approachable. If you are on your cell phone, or texting, chances are you may miss a potential customer.
- ◆ Have an eye-catching and welcoming exhibit booth.
- ◆ Be careful with too many staff members working your booth at the same time. The initial impression of a company meeting at your booth may be intimidating and cause potential customers not to stop.
- ◆ Always have takeaways and handouts that potential customers can take back to the office to review.
- ◆ Create a call to action for the attendees. This could be a special offer only available for a limited time, or a free trial of a current product and/or service that you have available.

After the EXPO

- ◆ Send out thank you emails and highlight that they can still purchase products, and give them a variety of communication channels (phone, website, in person, etc.).
- ◆ Send out a 'Sorry we missed you' email to those customers who you didn't get to see, again highlight that they can still make a purchase.
- ◆ Make sure you follow up on all leads that you got from the event – many buyers will make their purchase decisions in the weeks following the event and you want to keep your business at the front of the queue.
- ◆ After the event, request a copy of the final attendee list to grab the attention of attendees year round. Sort the list by organization or title to send targeted emails to a captive audience. To request the final attendee list, please email MASSbuysAdmin@state.ma.us after May 7th using the subject line "Final Attendee List Request."
- ◆ Find a reason to talk to the best prospects within days after—while attendees are present and meeting with you, schedule a meeting with them at a later date. If you have a giveaway at your booth, tell them you will deliver it after MASSbuys is over.

Advertising Opportunities

81% of attendees find the Program Directory useful when making future purchases. Consider an advertisement in the Program Directory to be top of mind at the time the purchasing decision is made.

Due Thursday March 28th, 2013


Official Program Directory Advertising


ADVERTISEMENT SIZE	MEASUREMENTS BLACK AND WHITE	PRICE
Full-page	7 ¼" x 9 ¼"	\$800
Half-page	7 ¼" x 4 ¾"	\$500
Quarter-page	3 ½" x 4 ¾"	\$300
Business Card	3 ½" x 2 ¼"	\$150


Comm-PASS Advertising


Comm-PASS WEBSITE	RATES	TECHNICAL SPECIFICATIONS	DISTRIBUTION
www.comm-pass.com	A \$1200 value For only \$600!	122 x 83 pixels, <35KB	Date of placement of advertising based on availability. All Comm-PASS advertising must be approved by Strategic Sourcing Leads to ensure compliance with Statewide Contract Terms.


On-Site Advertising Opportunities


 **Transportation Sponsor**— Be the first to welcome attendees and the last to receive their attention. Sponsor the roundtrip shuttle bus between the MBTA station, parking garages, and the DCU Center.


 **Hydration Station**—Help us in our efforts to be green by sponsoring eco-friendly, reusable drinking cups with sponsors' logos. Each attendee will receive the drinking cup at registration and your marketing will last long after the EXPO!

 **Breakfast or Lunch Sponsor**— Build recognition for your company by hosting breakfast or lunch for the entire public purchasing community in attendance.

 **Attendee Tote Bag Insert Sponsor**— Sponsoring an attendee tote bag insert is the perfect way to expose your latest Statewide Contract product or service, company, and booth to all MASSbuys attendees via promotional marketing literature in each attendee tote bag.

 **Workshop Sponsor**—Market to your target audience in a captive setting with a 1 to 2 minute video clip highlighting your company, booth, and Statewide Contract offerings played before the workshop of your choice.

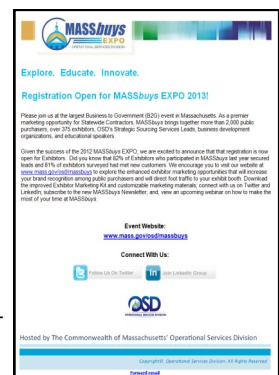
 **Tote bag Sponsor**— Be the exclusive tote bag sponsor and let the attendees take your name with them wherever they go.

 **Attendee Lounge Sponsor**— As attendees wait for their next workshop or recharge their phones, iPads, and other devices, provide them with your Statewide Contract marketing materials distributed on each table in the lounge.

The MASSbuys EXPO Weekly Newsletter NEW!

Enjoy increased exposure by becoming a sponsor and be highlighted in our MASSbuys eNewsletter distributed to MASSbuys exhibitors, Statewide Contractors, and thousands of public purchasers featuring updates, need-to-know information, and sponsor articles.

To discuss your sponsorship and advertising package, please contact: Susan Aalpoel, Event Coordinator, at 617-720-3387 or MASSbuysAdmin@state.ma.us.



Social Media Strategy

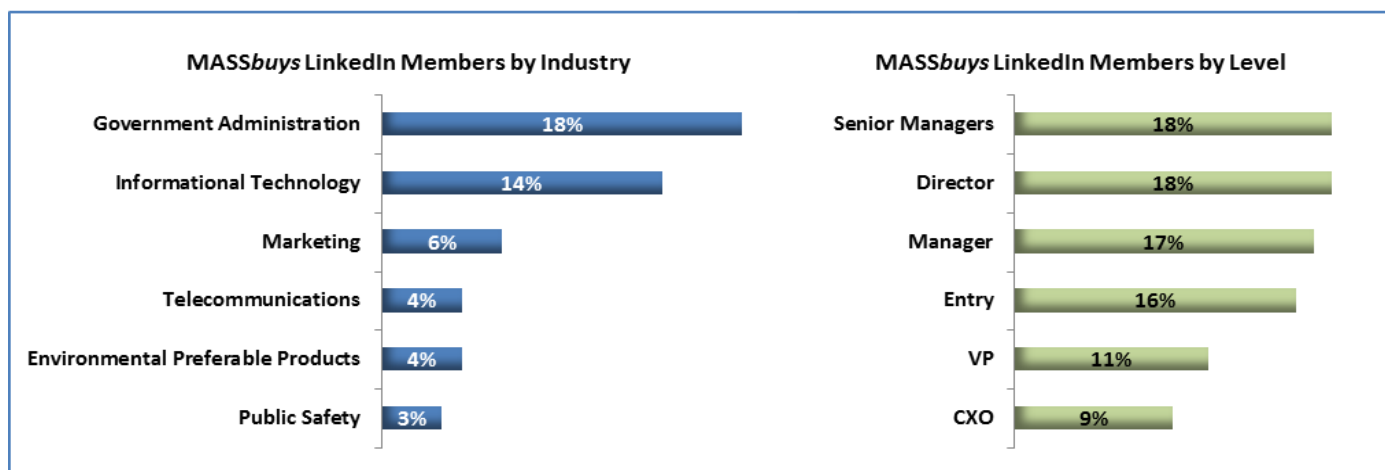
Generate buzz before, during, and after the event and drive attendees to your booth by using social media, including, Twitter, YouTube, and LinkedIn. Be sure to add your social media information to your email correspondence, website, ads, and any other communication where appropriate.

Start to ramp up your social media marketing a month before MASSbuys– Connect with your customers and answer any questions about your event presence they might have. BE CREATIVE! Post on our social media pages telling people about the exciting things they can find at your booth.



LinkedIn allows businesses to develop relationships with prospects, maintain relationships with current customers, and to engage with the MASSbuys Event Team. Join the MASSbuys LinkedIn group to involve attendees.

Membership by Industry. The majority of our LinkedIn Group members are senior level public purchasers. Join the group today and participate in discussions and polls to network with an audience with buying power!



Use Twitter to post company updates, new Statewide Contract features, bulk order offers, announcements and industry news. Follow @MASSbuys and @Mass_OSD and use event hashtag #massbuys to mark your posts. Hashtags work on Instagram too!

Did you know: 76% of attendees plan their day at MASSbuys in advance. Consider using Twitter to increase your pre-show exposure and to let attendees know your booth number, \$ave\$mart promotions, and more!

Use some of the sample tweets below to begin participating in the Twitter chat:

Just registered to exhibit at @Mass_OSD's #massbuys EXPO at the @DCUCenter on May 2nd! Visit us in booth ###!
Stop by booth ### at #massbuys on May 2nd to learn about what's new on Statewide Contract #####.



YouTube is an inexpensive way to use video to connect with customers. Consider shooting short videos during the event to capture interviews with customers, your booth, and the event. Also, take advantage of the Exhibitor Marketing Webinar that will be held in March.

The Operational Services Division's Social Media Accounts:

@Mass_OSD	@MASSbuys	@MassSDO	@MassSBPP	MASSbuys EXPO LinkedIn Group
The Operational Services Division LinkedIn Page		Administration and Finance (ANF) YouTube Channel		



Exhibitor Checklist

Deadline	Task	Completion Date
March	Join MASSbuys LinkedIn Group	
	Follow @MASSbuys on Twitter	
	Complete online exhibitor profile	
	Select a booth(s) and booth staff	
	Select a sponsorship level –if applicable	
	Define your goals for participating in MASSbuys	
	Develop booth marketing and promotion strategy	
	Plan pre-show advertising	
	Consider purchasing Comm-PASS advertising space to increase your pre-show exposure to attendees	
	Early-bird registration deadline (March 15th)	
	Place MASSbuys logo on your website to announce your participation	
	List MASSbuys on your online event calendar	
	Send invitations and announcements to Statewide Contract customers, prospects	
	Schedule One-on-one	
	Prepare press releases and kits	
	Determine and order booth furnishings and accessories	
	Discount offerings for attendees with \$ave\$mart Program	
April	Hilton Garden Inn Hotel discount deadline	
	Capital Convention Contractors Advance Discount Order deadline	
	Determine lead follow-up strategy	
	Send press releases and kits	
	Educate and train your booth staff of Statewide Contract features	
	Make phone calls to key prospects to remind them about MASSbuys and of your booth number	
May 1	Set up booth - <i>mandatory</i>	
	Attend 'Future of e-Procurement' Training	
	Attend One-on-One Session	
	Attend Evening Networking Reception	
May 2	MASSbuys EXPO show day	
	Tweet newsworthy activities and information on your exhibit booth using hashtag #massbuys	
	ReTweet MASSbuys information and highlights from the @MASSbuys Twitter account	
Late May	Review exhibiting strategy in post-show staff meeting	
	Order MASSbuys 2013 post-show attendee database	
	Begin post-show promotions and lead follow-up	



Sample Press Release

[Company Logo]

MASSbuys Booth #:

For Immediate Release

Contact Name

Date

Contact Phone

Number

[Company Name] to Exhibit at the MASSbuys EXPO 2013

Statewide Contract Vendor to participate at award-winning government conference

City, State – [Company Name] is pleased to announce its participation in the 2013 MASSbuys EXPO, May 2nd; at the DCU Center in Worcester, Massachusetts.

[Company Name] is exhibiting at the MASSbuys EXPO because it is the only tradeshow geared toward Statewide Contractors and public procurement officials specifically. MASSbuys is one-stop shopping for all attendees and exhibitors. It's the best assembling of public procurement officials and it provides a unique and intimate opportunity to network and to connect with key decision-makers in the industry.

In 2013, [Company Name] will exhibit [information about Statewide Contract products and services that will be displayed – you may want to promote any new Statewide Contract feature, \$ave\$mart Program offerings, booth offers, etc. here.]

[Insert information about your company here]

The MASSbuys EXPO is the only Commonwealth tradeshow catered explicitly to Statewide Contract vendors and public procurement officials. MASSbuys is hosted by the Operational Services Division (OSD). For more information, please visit www.mass.gov/osd/massbuys.

###

[Company contact information]



Join Us for this Award-Winning Event
NASPO 2012 George Cronin Award
Honorable Mention

TRADE SHOW

MAY 2, 2013

[YOUR COMPANY NAME] to exhibit at the MASSbuys
 EXPO Booth [XYZ ###] - Statewide Contract [XYZ ###]

Please join us at the 15th annual MASSbuys EXPO Thursday,
 May 2nd at the DCU Center in Worcester, MA.

MASSbuys is the largest Business to Government (B2G) event in
 the Commonwealth that provides public purchasers the oppor-
 tunity to network with Statewide Contract vendors.

Visit [INSERT COMPANY NAME] in booth [XYZ ###] to discover:

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4

Visit www.mass.gov/osd/massbuys to register for free.

As a MASSbuys attendee, you will enjoy the following benefits:

- ✓ Over 350 exhibit booths
- ✓ A full agenda of educational workshops
- ✓ FREE breakfast, lunch, and parking
- ✓ Access to the Government Resource Center
- ✓ Entry to E-procurement University – an informational pa-
villion about the Commonwealth's new e-procurement
system implementation project

EXPO SCHEDULE

REGISTRATION	7AM
TRADESHOW	8AM to 4PM
BREAKFAST	8AM to 9:30AM
EDUCATIONAL WORKSHOPS	9AM to 3PM
LUNCH	12PM to 1:30PM
EXHIBIT HALL CLOSES	4PM

WHO SHOULD ATTEND?

- ✓ Municipal Purchasers
- ✓ Public Procurement Officials
- ✓ Contract Managers
- ✓ Program Coordinators
- ✓ Public Safety Officials
- ✓ School Purchasing Officials
- ✓ Legal Counsel
- ✓ IT Staff
- ✓ Procurement Team Members
- ✓ Facilities Managers
- ✓ Housing Directors
- ✓ Strategic Sourcing Services Leads
- ✓ Program Managers
- ✓ Supplier Diversity and SBPP Officers
- ✓ EPP Procurement Program Liasons
- ✓ Comm-PASS Members
- ✓ Chief Procurement Liasons
- ✓ MA Certified Public Purchasing Officials
- ✓ All Statewide Contract Users

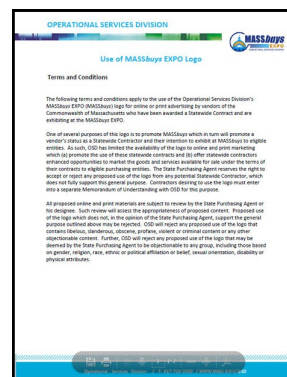


[INSERT YOUR COMPANY LOGO/INFORMATION HERE]



Use of MASSbuys EXPO Logo Policy

Promote MASSbuys EXPO on your website.! Please read and sign the e-document located on our website www.mass.gov/osd/massbuys, and then e-mail the completed copy to MASSbuysAdmin@state.ma.us



Connect With Us



www.mass.gov/osd/massbuys



Twitter: @MASSbuys #massbuys



LinkedIn: MASSbuys EXPO Group



YouTube: Search MASSbuys

Contact Us

Contact the MASSbuys EXPO Team if you have any questions:

MASSbuys Administrator
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Boston, MA 02108

Phone: (617) 720-3387

E-mail: MASSbuysAdmin@state.ma.us

